



WPTV

ORDER

Print Date 09/13/12

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Flight Dates 09/13/12-09/17/12

Contract / Revision 310812 /

Original Date / Revision
09/12/12 09/12/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

OFA Sked A 9.13-9.17

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1768

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	45	\$23,899.45	\$28,117.00	0.00
Totals	45	\$23,899.45	\$28,117.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/17/12	45	\$23,899.45	\$28,117.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	09/13/12	09/17/12	M-F 5-6a M-F 5-6a	CM	5-6a	M--TF--	:30	2	\$120.00	P-3	0.00	NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/11/12	09/17/12	M--TF--		2		\$120.00		0.00					
N 2	WPTV	09/13/12	09/17/12	M-F 6-7a M-F 6-7a	CM	6-7a	---TF--	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/11/12	09/17/12	---TF--		1		\$725.00		0.00					
N 3	WPTV	09/13/12	09/17/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00



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Contract / Revision **310812** Flight Dates **09/13/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked A 9.13-9.17**

Estimate # **1768**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	09/13/12	09/17/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-----					1	\$450.00		0.00			
N 4	WPTV	09/13/12	09/17/12	M-F 7-9a M-F 7-9a	CM	7-9a	M--TF--	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	--TF--					1	\$750.00		0.00			
N 5	WPTV	09/13/12	09/17/12	M-F 7-9a M-F 7-9a	CM	7-9a	M--TF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-----					1	\$400.00		0.00			
N 6	WPTV	09/15/12	09/15/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$450.00		0.00			
N 7	WPTV	09/16/12	09/16/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$275.00		0.00			
N 8	WPTV	09/13/12	09/17/12	M-F 9-10a M-F 9-10a	CM	9-10a	M--TF--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					2	\$400.00		0.00			
N 9	WPTV	09/13/12	09/17/12	M-F 10-11a M-F 10-11a	CM	10-11a	M--TF--	:30	2	\$325.00	P-1	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					2	\$325.00		0.00			
N 10	WPTV	09/13/12	09/17/12	M-F 11-12n M-F 11-12n	CM	11a-12p	M--TF--	:30	1	\$135.00	P-3	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					1	\$135.00		0.00			
N 11	WPTV	09/13/12	09/17/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	M--TF--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					3	\$125.00		0.00			
N 12	WPTV	09/13/12	09/17/12	M-F 1-2p M-F 1-2p	CM	1-2p	M--TF--	:30	2	\$116.00	P-3	0.00	NM	2	\$232.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					2	\$116.00		0.00			
N 13	WPTV	09/15/12	09/15/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$550.00		0.00			
N 14	WPTV	09/16/12	09/16/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$1,200.00		0.00			
N 15	WPTV	09/13/12	09/17/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M--TF--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					1	\$275.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked A 9.13-9.17**

Estimate # **1768**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	09/13/12	09/17/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	M--TF--	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					1	\$275.00		0.00			
N 16	WPTV	09/13/12	09/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	---TF--	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---TF--					1	\$1,600.00		0.00			
N 17	WPTV	09/13/12	09/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-----					1	\$550.00		0.00			
N 18	WPTV	09/13/12	09/17/12	M-F 530-6p M-F 530-6p	CM	530-6p	---TF--	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---TF--					1	\$1,600.00		0.00			
N 19	WPTV	09/13/12	09/17/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$425.00	P-3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-----					1	\$425.00		0.00			
N 20	WPTV	09/13/12	09/17/12	M-F 6-630p M-F 6-630p	CM	6-630p	M--TF--	:30	3	\$525.00	P-3	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					3	\$525.00		0.00			
N 21	WPTV	09/13/12	09/17/12	M-F 630-7p M-F 630-7p	CM	630-7p	---TF--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---TF--					1	\$1,500.00		0.00			
N 22	WPTV	09/13/12	09/17/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-----					1	\$3,000.00		0.00			
N 23	WPTV	09/15/12	09/15/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$850.00		0.00			
N 24	WPTV	09/16/12	09/16/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$850.00		0.00			
N 25	WPTV	09/13/12	09/17/12	M-F 7-730p M-F 7-730p	CM	7-730p	M--TF--	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					1	\$950.00		0.00			
N 26	WPTV	09/13/12	09/17/12	M-F 730-8p M-F 730-8p	CM	730-8p	M--TF--	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M--TF--					1	\$950.00		0.00			
N 27	WPTV	09/15/12	09/15/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$175.00		0.00			



WPTV

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Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked A 9.13-9.17**

Estimate # **1768**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WPTV	09/15/12	09/15/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$175.00		0.00			
N28	WPTV	09/17/12	09/17/12	Monday Prime C Revolution	CM	10-11p	M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-----					1	\$1,800.00		0.00			
N29	WPTV	09/15/12	09/15/12	Saturday Prime C The Voice	CM	10-11p	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$500.00		0.00			
N30	WPTV	09/16/12	09/16/12	NFL Pregame NFL Pregame	CM	4-10p (7:00 PM-8:15 PM)	-----S	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$900.00		0.00			
N31	WPTV	09/13/12	09/17/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	---TF--	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---TF--					1	\$725.00		0.00			
N32	WPTV	09/13/12	09/17/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-----					1	\$600.00		0.00			
N33	WPTV	09/15/12	09/15/12	Sa-Su 11-1135p Sa-Su 11-1135p	CM	11-1135p	-----S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$725.00		0.00			
N34	WPTV	09/16/12	09/16/12	Su 1130p-1205a after NFL 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S					1	\$600.00		0.00			
N35	WPTV	09/15/12	09/15/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$385.00	P-3	0.00	NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	-----S-					1	\$385.00		0.00			
N36	WPTV	09/13/12	09/17/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	---TF--	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---TF--					1	\$275.00		0.00			
N37	WPTV	09/13/12	09/17/12	M-F 1235-135a M-F 1235-135a	CM	1235-0135a	---TF--	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	---TF--					1	\$75.00		0.00			
Totals														45	\$28,117.00